



February 6, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Thank You to All that Entered the 2024 Star Awards

Over 100 Printed Entries & 30+ Nominations

You blew us away and were extremely bold!! Printing Industry Midwest (PIM) [2024 Star Awards](#) is overflowing with excellence!!! Thank you to each company that sent in print entries and nominated their talented staff. It is going to be hard to pick the winners, we can't wait to share who won in June. Registration for the awards celebration on June 13, 2024 at the JW Marriott Minneapolis Mall of America, Bloomington, MN. We encourage everyone to attend the banquet to celebrate. Don't forget to start saving your best printed pieces for 2025!!

[Learn More About PIM's Star Awards, Click Here.](#)

NEW! PIM Store - Get Your PIM Merch!!!

Find some fun PIM merch at our new [PIM Store](#)!! We have PIM shirts, sweatshirts, hats, water bottles and tumblers. Purchase gear for yourself or a co-worker! Wear or bring your PIM merch to our next event or tag us in a picture on social media.

[Visit Our Store, Click Here.](#)

[Learn more about PIM's Partner, Federated Insurance, click here.](#)

Iowa In-Person Event! Business Day in Des Moines & Pre-Event Meeting

March 6, 2024 from 9:00 AM to 1:00 PM (CST) at Des Moines Heritage Center

Join us for ABI's annual Business Day in Des Moines (Details on Registering for Business Day is Below). This event will bring together business leaders from around the state. Attendees will hear updates on the 2024 Legislative Session from ABI and featured legislative leaders. The day will

start at 9:00am at the ABI offices for a Printing Industry Midwest (PIM) membership benefits informational meeting, free for members and non-members of PIM. From there, we will head to the Des Moines Heritage Center for the Business Day activities ([agenda here](#)).

[Learn More & Register for the Event, Click Here.](#)

Minnesota Dual-Training Pipeline Advanced Manufacturing Industry Forum

February 8, 2024 from 9:00 AM to 10:00 AM (CST) an Online-Only Webinar

The advanced manufacturing industry forum is a great opportunity to learn about Minnesota Dual-Training Pipeline, see final drafts of new occupation competency model for Food Scientist/Technologist and give feedback, discuss other workforce issues in the industry and to network and learn from others in your industry. The forum will be held virtually with opportunities to listen, learn and actively engage online in discussion as well. If you have any questions prior to the forum, don't hesitate to email us at Pipeline.Program@state.mn.us.

[Learn More & Register for the Webinar, Click Here.](#)

What do “Higher Performers” do?

By Dr. Ralph Williams, Printing Industry Performance & Insights (PIPI)

Some printing companies are “rocking it” – producing profits and returns far above industry averages. We refer to these companies as “higher performers.” About a third of the printing firms participating in our March 2023 - Printing Industry Performance & Insights financial benchmarking study are higher performers. What makes higher performers different? Below, I share vital differences we saw between higher performers and all respondents. For each key difference, you will find bullet points with approaches higher performers may apply to accomplish that advantage.

[Download Article, Click Here.](#)



[Learn more about PIM's Partner, LB Carlson, click here.](#)

Incase You Missed It! New IL Law Impacting Direct Mail Information for members that have customers in Illinois, [click here](#)

This [article](#) is shared from Joe Lyman, President of GLGA, a PIM Print Association Partner that covers Wisconsin, Illinois & Indiana. [Click here](#), to review the article. Here is more information from Mailers Hub, [click here](#).

Mailers Hub News

As a member benefit, PIM provides a monthly update on significant developments impacting mail and postal service providers. PIM can forward your postal and mailing questions to Mailers Hub. PIM members can attend Mailers Hub monthly webinars free of charge; the schedule is posted in the Calendar section of Mailers Hub News; details and registration at www.MailersHub.com. View the January Mailers Hub News Summary, [click here](#). A few headlines in the news...

- Bullying and Pettiness- Commentary - Ranting at those that won't get with The Plan
- New Year's Legal Greetings: Coming Attractions - New and changed laws that deserve the attention of mail producers.
- Do More Contracts Mean More Packages? Analysis - More contracts and more volume are not the same.
- USPS OIG Examines USPS Retirement Funding - The financial burden will only worsen
- MTAC Notes - Topics other than the PMG's rant.
- USPS RP&DC Activations Announced - Details and timelines.

[Download January 29th News.](#)

The Management Guys Articles - Bob Lindgren

[WHAT'S WRONG HERE? - Download Article, Click Here](#) - You have always believed that your firm should make a profit on every job and you're against quoting that will be a loss on the cost sheet (unless, of course, we mess it up ourselves!). You have designed your sales compensation program to support this plan. On the rare occasions that you quote a job at a loss, you reduce or eliminate the rep's commission. On the other hand, if the rep marks up the quote you split the extra mark-up with them as a bonus commission...

[COMMISSION IS PAID - Download Article, Click Here](#) - The almost universal practice in our industry is to pay sales reps on a commission basis. This recognizes the reality that outside sales is challenging work best carried out by highly motivated people—people who really want to be well off and are willing to work to get there. The usual approach is to pay the commission when the order is produced and billed...

Sales Tips from Bill Farquharson

Take advantage of the Sales Vault community of print, signage, packaging, labels, and promotional sales reps and selling owners. Go to SalesVault.pro for more information or reach out to Bill Farquharson at 781-934-7036 or bill@salesvault.pro. Here are some sales tips from Bill...

- **[February 5 - Another "Duh" Sales Tip](#)** - You should know this. We have been living in a social-media-ruled world for a while now. Bill shouldn't have to tell you but, sadly, this week's Short Attention Span Sales Tip is another one of those obvious message not everyone practices. [Click Here](#).
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Looking to Become a 2024 PIM Sponsor?

Find ways to [promote your company](#) through your membership with Printing Industry Midwest (PIM). Many events throughout the year accept sponsors. Put your company name in front of potential clients and highlight your commitment to the Association. Share the value of your solutions. Engage member contacts with your company's valued solutions. Review [our programs](#), then lets discuss how to maximize your PIM partnership.

[Download Partnership Document, Click Here.](#) [Visit Our Website, Click Here.](#)

Comfort™ By GRAVIE As A First-Of-Its-Kind Health Insurance Plan

Comfort™ by GRAVIE is a first-of-its-kind health insurance plan that provides zero-deductible, zero-copay, and 100% coverage on most common healthcare services while utilizing one of the nation's largest networks! This health plan opportunity has perks you will not find anywhere else, including guaranteed savings for any group able to provide minimal required information!

[Learn More, Click Here.](#)

UPCOMING EVENTS & CLASSES

[All PIM Upcoming Events, Webinars & Trainings...](#)

February 2024:

[Minnesota Dual-Training Pipeline Advanced Manufacturing Industry Forum](#)

February 8, 2024 from 9:00 to 10:00 AM (CST) an Online-Only Webinar

Online-Only Webinar – The advanced manufacturing industry forum is a great opportunity to learn about Minnesota Dual-Training Pipeline, see final drafts of new occupation competency model for Food Scientist/ Technologist and give feedback, discuss other workforce issues in the industry and to network and learn from others in your industry. [Learn More & Register.](#)

[Extracting Actions from Financials Webinar - Presented by Dr. Ralph Williams](#)

February 15, 2024 from 12:00 PM to 1:00 PM (CST) an Online-Only Webinar

Online-Only Webinar – Determining the best path forward is essential to both your printing firm's success and to leading your team. Drawing strategic actions from financials is vital to seeking the best way to gain strides. Prompted by suggestions from printing company leaders, Dr. Ralph Williams explored how printing company leaders might systematically review financials and draw actionable knowledge. Ralph presents that systematic approach with a hypothetical example. [Learn More & Register.](#)

March 2024:

[Gaining & Maintaining Brand Loyalty: A 4-Part Webinar Series](#)

March 5 to April 16 from 12:00 PM to 1:00 PM (CST) an Online-Only Webinar

Online-Only Webinar – Are you looking for ways to increase your customer retention and their lifetime value? Join LoyaltyLoop for a four-part webinar series where they will share the best practices and strategies to create loyal customers who love your brand. [Learn More & Register.](#)

[Business Day in Des Moines & Pre-Event Meeting](#)

March 6, 2024 from 9:00 AM to 1:00 PM (CST) at Des Moines Heritage Center, Des Moines, IA

In-person Event – Join us for ABI's annual Business Day in Des Moines. This event will bring together business leaders from around the state. Attendees will hear updates on the 2024 Legislative Session from ABI and featured legislative leaders. [Learn More & Register.](#)

5th Annual PIM Young Professionals at Topgolf

March 7, 2024 from 4:00 PM to 7:00 PM (CST) at Topgolf, Brooklyn Center, MN

In-person Event – PIM Young Professionals (YP) will be trying out their golf skills at TopGolf. Come practice your golf swing and play some games March 7, 2024. Delicious appetizers will be provided and a cash bar available. [Learn More & Register.](#)

Girls Who Print International Women's Day Online Event

March 8, 2024 from 12:00 PM to 2:00 PM (EST) an Online-Only Webinar

Online-Only Webinar – Deborah Corn and Kelly Mallozzi discuss the 6th annual Women's PrintHERstory Month celebration throughout March, why you should get involved, and how you can participate, and the FREE Girls Who Print International Women's Day Event online on March 8, 2024, from 12-2 pm ET. [Learn More & Register.](#)

PIM Webinar Personal Branding through LinkedIn

March 27, 2024 from 10:00 AM to 11:00 AM (CST) an Online-Only Webinar

Online-Only Webinar – In this new and exciting webinar, you will learn 5 actionable steps that you can take to build your personal brand through LinkedIn and create the profile your brand deserves. If you are in sales or business development, optimizing your personal brand is a necessity, especially with so much of the sales cycle taking place online these days. [Learn More & Register.](#)

MEMBER NEWS

Case Paper Welcomes New Outside Sales Representative Marc Rios for California Branch

Case Paper is thrilled to announce that Marc Rios has joined the team as the newest Outside Sales Representative in CA. They say all press is good press, and that's definitely true when it comes to Marc – he was the VP of Sales for 17 years at Allied Press Room Products, a chemical manufacturer for printing presses. One word? Im-PRESS-ive!

[Continue Reading Full Article, Click Here.](#)

Leadership Team Announcements From Midstates

We are excited to announce that Taylor Wensmann has been promoted to VP of Logistics. Taylor has been leading our growing Fulfillment Department for the past five years. Taylor has done an excellent job of growing his team, while focusing on the financial strength of the department. Over the past 15 months, Taylor has worked with Eric Stevenson on the transition of leadership across the Shipping, Receiving & Warehouse operations. Bringing these departments back together has allowed us to use the time and talent in the departments to cross-train and run more efficiently. Please help us congratulate Taylor on his promotion and new position! We also owe a huge thank you to the department team members who have stepped up to the challenge and done an excellent job.

Eric Stevenson will transition to the VP of Organizational Development. He will maintain leadership of the Mail Room and coordination of all Co-Services, which includes Co-Mail,

Commingle, and Mail Consolidation. He will continue to support Taylor during his transition, as he accepts new responsibilities. His new role will focus on improving overall workflow consistency, improving automation and increasing the use of technology through systems integration. We are diligently working on Eric's first area of focus and will share more details as they develop. Eric is a valuable member of the leadership team, and we appreciate his willingness to teach, mentor and help us improve our overall work processes, as well as improve the customer and employee experience.

[Download Full Article, Click Here.](#)

Send your news to PIM by contacting Sadie Johnson at sadieh@pimw.org
Do not miss an email and mailing! Update your email preferences, [click here](#).



[View All PIM Upcoming Events, Webinars & Trainings](#)

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